ORDER

105002 **Orders** Order / Rev: Alt Order #; 06837952 Product Desc: **OBAMA FOR AMERICA** Estimate: 1536 Flight Dates: 09/04/12 - 09/10/12 Primary AE: Amy McCreary Original Date / Rev: 08/01/12 / 09/05/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: GMMB, Inc./ Washington D.C. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Washington Harbor Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% **Advertiser** Name:

Priority:

Obama for America

A35+

Demographic: Product Codes:

PLC01-Democrat

Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Totals

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
.08/27/12	09/10/12	116-	\$45,125.00	\$38,356.25

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	116_	\$45,125.00	\$38,356,25	0.00

\$45,125.00

\$38,356.25

0.00

116

00:05:00

Account Executives

/ TOO GOTTLE EXCOGETIVES				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order End Of Order	1000/

Order Share	Share	Totai
KSNV	30%	\$45,125.00
Market	100%	\$150.416.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$39,108.33
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$28,579.17
KTUD	1%	\$1,504.17
KVVU	20%	\$30,083.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$6,016.67

Lr	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
E	KSNV	09/04/12	09/10/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	u	5-6a	MT-T	:30	3	\$185.002	0.00 NM	3	\$555.00
	WAKE U	JP WITH	THE WAG	· ·	wwwagners						:		
			End Date		Spots/Week		Rating						
	Veek: 09/	04/12	09/10/12	MT-T	3	\$185.00	0.00						

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1536

Ch Start End Inventory Code Break Start/End Time Days Len Spots Ιn Rate Pri Rtg Type Spots Amount KSNV 09/04/12 09/10/12 M-F 5-6a WakeUp w/WaQM 5-6a MT-T :30 \$555.00 \$185.002 0.00 NM M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS End Date Spots/Week Rating Start Date Weekdays Rate Week: 09/04/12 09/10/12 MT-T---\$185.00 0.00 KSNV 09/04/12 09/10/12 M-F 6-7a WakeUp w/WaQM :30 \$450.002 0.00 NM MTWTF--5 \$2,250.00 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/04/12 09/10/12 MTWTF--\$450.00 0.00 E 3 KSNV 09/04/12 09/10/12 **Today Show** CM 658a-9am MTWTF--5 \$550.002 0.00 NM :30 5 \$2,750.00 Today Show **TODAY SHOW End Date** Start Date Weekdays Spots/Week Rate Rating 09/10/12 MTWTE--Week: 09/04/12 \$550.00 0.00 KSNV 09/08/12 09/08/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$125.004 0.00 NM \$125.00 **News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE** Spots/Week Start Date End Date Rating Weekdays Rate ----S-Week: 09/03/12 09/09/12 \$125.00 0.00 E 5 KSNV 09/08/12 09/08/12 Saturday Today CM 7a-9am ----S-:30 \$150.004 0.00 NM \$150.00 Saturday Today SATURDAY TODAY Start Date **End Date** Weekdays 1 4 1 Spots/Week Rate Rating ----S-Week: 09/03/12 09/09/12 \$150.00 0.00 News 3 Sunrise - SUND&M E 6 KSNV 09/09/12 09/09/12 6a-7a ----s :30 1 \$90.004 0.00 NM \$90.00 1 News 3 Sunrise SUNDAY **NEWS 3 AT SUNRISE** Start Date End Date Rating Weekdays Spots/Week Rate Week: 09/03/12 09/09/12 \$90.00 0.00 KSNV 09/09/12 09/09/12 Sunday Today CM 7a-8am :30 \$150.004 0.00 NM \$150.00 Sunday Today TODAY ON SUNDAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ----5 \$150.00 0.00 Meet the Press KSNV 09/09/12 09/09/12 CM 8a-9am ----S :30 1 \$1,300.003 0.00 NM \$1,300.00 Meet the Press MEET THE PRESS Spots/Week **End Date** Weekdays Start Date Rate Rating Week: 09/03/12 09/09/12 0.00 \$1,300.00 KSNV 09/09/12 09/09/12 News 3 Today Wknd :30 \$125.004 0.00 NM CM 9a-930am ----S \$125.00 News 3 Today **NEWS 3 TODAY/WKEND** Start Date **End Date** Weekdays Spots/Week Rate Rating \$125.00 Week: 09/03/12 09/09/12 0.00 E 10 KSNV 09/09/12 09/09/12 Chris Matthews 9:30AM SM 9:30a-10a ----S :30 \$135.004 0.00 NM \$135.00 Chris Matthews SUN 9:30am CHRIS MATTHEWS SHOW Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 \$135.00 0.00 E11 KSNV 09/04/12 09/10/12 M-F Today Show II 3rd HIM \$200,002 9-10a MTWTF--:30 0.00 NM \$1,000,00 5 M-F Today Show II **TODAY SHOW II** Weekdays Spots/Week Start Date **End Date** Rate Rating 09/10/12 MTWTF--Week: 09/04/12 \$200.00 0.00 E 12 KSNV 09/04/12 09/10/12 M-F Today Show III 4th BM M-WT---:30 \$200.002 0.00 NM 10am-11am 3 \$600.00 Today 4th Hour TODAY SHOW III Rating Start Date End Date <u>Weekdays</u> Spots/Week Rate M-WT---Week: 09/04/12 09/10/12 \$200.00 0.00 E 13 KSNV 09/04/12 09/10/12 CM 11am-12pm MTWTF~~ :30 \$200.002 0.00 NM 5 \$1,000.00

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Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Rachael Ray Rachael Ray RACHEL RAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week; 09/04/12 09/10/12 MTWTF~~ \$200.00 0.00 E 14 KSNV 09/04/12 09/10/12 CM Noon News 12-1230pm MTWTF~~ :30 \$175.003 0.00 NM 5 \$875.00 Noon News **NEWS 3 AT NOON** End Date Spots/Week Start Date Weekdays Rate Rating Week: 09/04/12 09/10/12 MTWTE--\$175.00 0.00 The Agenda 1230pm E 15 KSNV 09/04/12 09/10/12 CM 1230-1p MTWTF--:30 5 \$100.003 0.00 NM 5 \$500.00 The Agenda 1230pm NEWS 4: THE AGENDA Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/04/12 09/10/12 MTWTF~~ 5 \$100.00 0.00 E16 KSNV 09/04/12 09/10/12 1258p-2pm Days of our Lives CM MTWTF--:30 5 \$200.003 0.00 NM \$1,000.00 Days of our Lives DAYS OF OUR LIVES Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/04/12 09/10/12 MTWTE--\$200.00 0.00 E17 KSNV 09/04/12 09/10/12 The Doctors CM MTWTF--2pm-3pm :30 5 \$85.004 0.00 NM 5 \$425.00 The Doctors THE DOCTORS End Date Spots/Week Start Date **Weekdays** Rate Rating Week: 09/04/12 09/10/12 MTWTF--\$85.00 0.00 E18 KSNV 09/04/12 09/10/12 Dr. Phil CM 3-4p :30 \$150,004 0.00 NM MTWTF--5 \$750.00 Dr Phil DR. PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/04/12 09/10/12 MTWTF--\$150.00 0.00 E 19 KSNV 09/04/12 09/10/12 NEWS 3 at 4 (1 HOUR)CM MTWTF--.30 \$225.003 0.00 NM 4-5pm 5 \$1,125.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR Spots/Week Rating Start Date End Date <u>Weekdays</u> <u>Rate</u> Week: 09/04/12 09/10/12 MTWTF--\$225.00 0.00 E 20 KSNV 09/04/12 09/10/12 NEWS 3 at 4 (1 HOUR)CM :30 \$300.003 0.00 NM 4-5pm MTWTF--5 \$1,500.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS 4 AT 430P** Start Date **End Date** Weekdays Spots/Week Rating Rate 09/10/12 MT-TF--Week: 09/04/12 \$300.00 0.00 E 21 KSNV 09/04/12 09/10/12 M-F Early News CM 5-630p MTWTF--:30 \$375.003 0.00 NM 5 5 \$1,875.00 M-F Early News **EARLY NEWS** Weekdays Start Date **End Date** Spots/Week Rate Rating MT-TF-Week: 09/04/12 09/10/12 \$375.00 0.00 E 22 KSNV 09/08/12 09/08/12 Sa-Su Early News CM 5pm-630pm ----S-:30 \$150.004 0.00 NM \$150,00 Sa-Su Early News KSNV EARLY NEWS Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 09/03/12 09/09/12 \$150.00 0.00 E 23 KSNV 09/09/12 09/09/12 News 3 Live in Prime 7-10pm ----S :30 \$450.004 0.00 NM \$450.00 News 3 in Prime NEWS 3 LIVE (FOLLOWING NFL) Start Date End Date Weekdays Spots/Week Rate <u>Rating</u> Week: 09/03/12 09/09/12 ----5 \$450.00 0.00 E 24 KSNV 09/04/12 09/10/12 M-F Jeopardy CM 630-7pm M---F--:30 \$725.002 0.00 NM \$1,450.00 M-F Jeopardy **JEOPARDY** End Date Spots/Week Rating Start Date Weekdays Rate Week: 09/04/12 09/10/12 \$725.00 0.00 E 27 KSNV 09/08/12 09/08/12 CM 630-7pm ----S-:30 \$150.004 0.00 NM \$150.00

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Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
			Wknd Jeopardy SAT/Jeopardy									
JEOP#	RDY		SAT/Jeopardy									
·	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09 E 28 KSNV		09/09/12	S- Wknd Wheel of F	1	\$150.00	0.00	:30	- 1	\$150,004	0.00.004	4	#450.00
EZO KONV	09/00/1	2 09/00/12	SAT/ Wheel of F		7-730pm	5-	:30	1	φ150,004	0.00 NM	1	\$150.00
WHEE	L OF FOI	RTUNE										
<u>St</u> : Week: 09	art <u>Date</u> /03/12	End Date 09/09/12	<u>Weekdays</u>	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
		2 09/08/12	Vegas Inc.	CM	6:30-8pm	S-	:30	1	\$100.004	0.00 NM	1	\$100.00
TO TH	E POINT	OR VEGAS	Vegas Inc. INC							i		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/03/12	09/09/12	5	1	\$100.00	0.00						
E30 KSNV	09/10/1	2 09/10/12	Mon PR 8-10p	CM	8-10pm	М	:30	1	\$1,500.003	0.00 NM	1	\$1,500.00
AGT			Monday Prime 8-	10pm								
	art Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 09		09/16/12	M		\$1,500.00	0.00						
E31 KSNV	09/05/1	2 09/05/12	NFL Football	CM	1P-9PM	W	:30	1	\$4,000.004	0.00 NM	1	\$4,000.00
NFL O	PENING	GAME DALL	NFL Football AS @ NY GIANT									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/03/12	09/09/12	W	1	\$4,000.00	0.00						
E32 KSNV	09/08/1	2 09/08/12	Sat PR 9-10p	CM	9-10pm	S-	:30	1	\$400.004	0.00 NM	1	\$400.0
CRIME	TIME EN	CORE	Saturday-Prime-9	}-10pm								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/09/12	S-	1	\$400.00	0.00						
E33 KSNV	09/09/1	2 09/09/12	NFL Pre-Game /	FNA CM	1p-530pm	S	:30	1	\$600.004	0.00 NM	1	\$600.0
FOOTE	BALL NIG	HT IN AMER	NFL Pre-Game									
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09	/03/12	09/09/12	5	1	\$600:00	0.00						
E34 KSNV	09/09/1	2 09/09/12	NFL Football	CM	1P-9PM	S	:30	1	\$4,000.004	0.00 NM	1	\$4,000.0
SUN N	T FB [.] PII	Γ@ DEN	NFL Football									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week; 09	/03/12	09/09/12	S	1	\$4,000.00	0.00						
E35 KSNV	09/09/1	2 09/09/12		• •	M-SA 8-11p	/ SUNS	:30	1	\$350.004	0.00 NM	1	\$350.0
8 WA 1	ORDER	AFTER NFL	Law & Order (syr	id) PRIME						l		
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09	/03/12	09/09/12	S	1	\$350.00	0.00						
E36 KSNV	09/04/	12 09/10/12	M-F News 3 at El		11 pm-1135p	m MTWTF	:30	5	\$400,003	0,00 NM	5	\$2,000.0
NEWS	3 NIGHT	SIDE	M-F News 3 at E	leven								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/10/12	MTWTF	5		0.00						
E37 KSNV	09/08/	12 09/08/12	Sa-Su News 3 at		11pm-1135p	omS-	:30	1	\$225,004	0.00 NM	1	\$225,0
NEWS	3 NIGHT	SIDE	Sa-Su News 3 at	⊨leven								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09		09/09/12	S-	1	\$225.00	0.00						
E38 KSNV	09/09/	12 09/09/12	Sa-Su News 3 at		11pm-1135p	omS	:30	1	\$225,004	0.00 NM	1	\$225.0
NEWS	3 NIGHT	SIDE	Sa-Su News 3 at	∟leve⊓								
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09	/03/12	09/09/12	S	1	\$225.00	0.00						
E30 KSNV	09/04/1	12 09/10/12		CM	1135p-1237	a MTWTF	:30	5	\$250.002	0.00 NM	5	\$1,250.0

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Estimate:

1536

Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
			The Tonight Show	V								
		N W/ JAY L										
<u>Sta</u> Week: 09	art Date	<u>End Date</u> 09/10/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$250.00	Rating 0.00						
E 40 KSNV					1237a-136a		:30	5	\$100,002	0.00 NM	5	\$500.00
			Late Night w/Fall					•	4,00,00	0.00 11111		Ψ000.00
	NGHT W. a <u>rt Date</u>	/JIMMY FAL End Date	LON Weekdays	Spots/Week	Data	Detina						
Week: 09		09/10/12	MTWTF	<u>5pots/vveek</u>	<u>Rate</u> \$100.00	Rating 0.00						
E 41 KSNV	09/08/1	2 09/08/12	Saturday Night Li	ve CM	1130pm-1:0	2amS-	:30	1	\$400,004	0.00 NM	1	\$400.00
SATUR	DAY NIG	HT LIVE	Saturday Night L	ive								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	/03/12	09/09/12	S-	1	\$400.00	0.00						
N 42 KSNV	09/05/1	2 09/06/12	Jeopardy in PRIM		M-SA 8-11p	/SUNWT	:30	2	\$725.002	0.00 NM	. 2	\$1,450.00
JEOPA	RDY		Jeopardy in Prim	e								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/10/12	WT	2	\$725.00	0.00						
N 56 KSNV	09/08/1	2 09/08/12	Sat PR 8-9p Saturday Prime 8	CM R-9pm	8-9pm	S-	:30	1	\$350.004	0,00 NM	1	\$350.00
Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/09/12	S-	1	\$350.00	0.00						
N 57 KSNV	09/08/1	2 09/08/12	Sat PR 10-11p	CM	10-11pm	S-	:30	1	\$500,004	0.00 NM	1	\$500.00
Sta	urt-Date	End Date	Saturday Prime 1 <u>Weekdays</u>	•	Rate	Rating						
Week: 09/		09/09/12	S-	1	\$500.00	0.00						•
N 58 KSNV	09/09/1	2 09/09/12	Dateline AN	СМ	12-3am	S	:30	1	\$45.003	0.00 NM	1	\$45.00
C+-	ırt Date	End Date	Dateline NBC AN		Data	Dating						
<u>ان د</u> Week: 09		09/09/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$45.00	Rating 0.00						
N 59 KSNV	09/09/1	2 09/09/12	Wake Up Early w		430a-5a	s	;30	1	\$50.003	0.00 NM	1	\$50.00
			Wake Up Early V									
<u>Sta</u> Week: 09/	art Date /03/12	End Date 09/09/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00						
			Wake Up Early w	/ Wagn@M	430a-5a	WT	:30	3	\$50.003	0.00 NM	3	\$150.00
			Wake Up Early V						,			*//
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/ N 61 KSNV		09/09/12	NFL Football	CM 3	\$50.00 1P-9PM	0.00 W	:30	1	\$6,000.003	0.00 NM	1	\$6,000,00
NOT ROIV	00/00/1	2 00/00/12	NFL Football	Olvi	11 -01 141		.50	'	φ0,000.003	U.UU INIW	'	\$6,000.00
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/09/12	W		\$6,000.00	0.00						
N 62 KSNV	09/09/1	2 09/09/12	LAW & ORDER (Law & Order (syn		M~SA 8-11p	/SUNS	:30	1	\$350.004	0.00 NM	1	\$350.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/09/12	S	1	\$350.00	0.00						
N63 KSNV	09/10/1	2 09/10/12	Wake Up Early W Wake Up Early V	-	430a-5a	М	:30	1	\$50.003	0.00 NM	1	\$50.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/	10/12	09/16/12	M	1	\$50.00	0.00						
										Totals	116	\$45,125.00